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PRESS RELEASE

Internet use in Macedonia on the rise at 32%

Recent independent survey shows a positive trend in Internet usage

A third of the population of Macedonia (age 4+) use the Internet on a regular basis, and nearly half of the population use computers, according to a recent survey conducted by Strategic Marketing and Media (SMMRI). This year's survey results indicate an increase in Internet and computer usage compared to the identical survey carried out in 2006.

The *Internet and Computer Usage Survey* conducted in April 2007 involved 1057 respondents aged 4 and above. The survey was conducted in accordance with international standards for computer and Internet usage. It was funded by the United States Agency for International Development (USAID), part of the U.S. Mission to Macedonia.

According to the survey, a significant increase of 5% in Internet usage appears to have occurred over the last 12 months. The usage of computers has also increased by 4% and the number of households with a computer has increased by 3%.

The top three findings of the survey are:

- 47% of the surveyed population said they used computers, while 32% said they used the Internet, indicating that efforts to increase access are working.
- 40% of the surveyed population said they have computers in their homes, while 17% said they have access to the Internet in their homes, indicating the market for IT growth is good.
- 52% of all Internet users in Macedonia have started using the Internet over the last 2 years. This indicates that increase has taken place since the beginning of the project.

Comparing with statistics from *Internet World's Stats*, Macedonia's 32% Internet usage is higher than the non-European Union (non-EU) countries average of 18%, and closer to average of 36% for the whole Europe. The percentage of internet users in EU only is at 50% of its population.

Copies of the survey can be downloaded from <http://macedonia.usaid.gov>

NOTES TO EDITORS: The American people, through USAID, have invested more than \$450 million in Macedonia since 1993. More than 20 projects worth \$30 million a year are currently being implemented. These projects are designed to support Macedonia's transition to a free market-based, multi-ethnic democracy. They include initiatives to accelerate economic growth, develop democratic institutions, and educate citizens for a modern economy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>